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Record gate hits 792,482 at Dade Co.

By PATRICIA BATES

The Dade County Youth Fair, Miami, scaled new heights on March 14-31, when the paid count climbed to a record 792,482.

In the final 10 days, there was picture-perfect weather, the kind North-Continued on Page 21

Lagoon to open with \$2 million in improvements

A new Huss Swing-Around themed "The Cyclone" and a Zierer kiddie coaster, tentatively "Puff the Little Fire Dragon," will greet visitors to Lagoon amusement park & Pioneer Village, Farmington, Utah, this season. And that season looks like it will start on time for the first time in a few years, with April 20, "just three weeks off," the date, said J. Clark Robinson, park general manager.

Continued on Page 19



READY FOR OPENER AT KINGDOME IN SEATTLE — Ted Bowsfield, right, director, and Jay Green, his assistant at the Kingdome in Seattle, Wash., were preparing for the opening of baseball season when the Seattle Mariners were to host the Oakland A's in an April 9 American League West contest. Bowsfield and Green, working hard in negotiations with team owner George Argyros in an effort to keep the club in Seattle, aimed for a sellout crowd of 40,000 spectators. Some 10,000 turned out Sunday, March 31, at the nine-year-old Kingdome for a closed-circuit television showing of promoter Vince McMahon's Wrestlemania that was presented live at Madison Square Garden in New York. (AB Photo)

Wrestlemania packs MSG as 1 million see closed-circuit coverage nationwide

Professional wrestling has finally rocked the nation, or at least a large portion of it.

Wrestlemania, promoted by Vince McMahon's Titan Sports through the World Wrestling Federation (WWF), not only sold out New York's Madison Square Garden for the live event, but also packed a full house into the Felt Forum as part of a nationwide closed-circuit showing. History was made as the sport was beamed to some 200 buildings around the country for the first time, putting it in the league with professional boxing and rock concerts.

A grudge match, pairing Hulk Hogan and Mr. T against Rowdy Roddy Piper and Paul Orndorff, saw the former pair take the bout amidst a bevy of entertainers that included

Liberace as official timekeeper and an audience estimated at more than one million.

AB conducted an informal survey of some of those closed-circuit venues, revealing the impact and growth of wrestling in some and revealing the need for further WWF market penetration and state-of-art transmission in others. Taking into consideration the stronghold regional wrestling promoters have in the sport in some pockets of the country, the spread of the WWF as a viable entertainment product could be more rapid than many previously thought possible.

Wrestling and television have a history that dates back to the early days of the electronic medium. The impor-

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Strong advance sales for Eric Clapton tour

By MELINDA NEWMAN

Advance ticket sales are moving quickly on Eric Clapton's "Behind The Sun" tour, which kicks off April 9. By March 28, 70 percent of the tickets for the opening date at the Dallas Convention Center had been sold, with more than half the duets for several dates nearly a month away

already gone.

"Clapton came on a lot stronger than (other acts currently out)," according to Jason Raphalian of Concerts West, which is booking and promoting the tour. The first leg, which extends through May 5, takes Clapton into arenas ranging in size

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POLISHED SILVER — Jim Oshust, left, managing director of the Greensboro (N.C.) Coliseum Complex, presents a silver anniversary plaque to Kenneth Feld, right, producer and owner of Irvin Feld & Kenneth Feld Productions, Washington, D.C. The Greensboro facility recognized Ringling Bros. and Barnum & Bailey Circus' sterling contributions to the 25-year-old arena.

Building Bookings...

Continued from Page 9

state meeting, 25-27; Wonderful World of Gems, 25-28; high school reunion, 27; Todd Rundgren/The Tubes, 28; Contract Manufacturers Expo, 29-30.

DAYTON (Ohio) Convention & Exhibition Center — Democratic Fund-Raising Dinner, Miss International Festival World A'Fair Queen Contest, 4; church Holy Day service, 6, 12; Interchurch Holiness Convention, 9, 11; Aviation Trail Blazer Dinner, 12; retirement dinner, Philharmonic Pops Concert, 13; Bogie Buster News Conference & lunch, 15; Miami Valley Restaurant Assn. & Food Show, 16-17; Discovery Tour with Marine Johan, 18; Dayton Int'l. Festival World A'Fair Ball, 19; Dayton Miss Teen Preliminaries, 19-20; Aeronautical Systems Division Dining-Out, 20; Comic Book & Baseball Card Collectors convention, 20-21; Federation of Women's Clubs state convention, 22, 24; Federal Executive Assn. EEO seminar, 24-25; ball, 26; FM Hospitality bash, 26; WFCJ 24th Anniversary Rally, Hamvention Grand Banquet, 27; banquet & fashion show, 28; Manufacturers & Industrial Suppliers Trade Show, 30-May 1; American Nuclear Society Symposium, 30-May 2.

DES MOINES (Iowa) Iowa State Fairgrounds — quarter horse sale, horse fair, gun show, 13-14; Arabian horse show, 19-21; flea market, 20-21; Block & Bridle Horse Show, 26-28; arts & crafts fair, 28.

DUBUQUE (Iowa) Five Floss Center — teen dance, 7, 20; New Vic Theater of London, 10; One Act Plays: "Friday Nights, The Calling, An Uphill Lie," 12-13; Wind Ensemble, Myron Floren Show, 14; symphony orchestra, 20; City Youth Ballet, 26-28; Kaleidoscope, 30-May 3.

FALCON HEIGHTS (Minn.) Minnesota State Fairgrounds — bicycle sale, 12-14; car show, 12-14; Minn. Canoe Event, 20-21; Minn. Quarter Horse Show, 26-28; FFA Livestock Judging Contest, 30.

GREEN BAY (Wis.) Brown County Veterans Memorial Arena — Sammy Hagar, 1; N.W. Wis. Food Show, 3-4; flea market, 6; Carren Art Show, 7; Farm Materials Handling Expo, 10-12; wrestling, 14; Barnes Rodeo, 19-21; dog show, 27.

GREENVILLE (S.C.) Memorial Auditorium — wrestling, 1, 8, 15, 22, 29; gospel show, 4; Braves Play Ball banquet, 9; Midnight Star/Shallmar/Klymaxx, 10; Sammy Hagar/Dokken, 12; Bill Gaither Trio, 16; Spring Beach Ball, 19; Kappa Alpha Psi Kappa Kappa Beta, 20; Greenville County School Orchestra Festival, 26-27; Jack & Jill Beaufort, 28.

HARTFORD (Conn.) Civic Center — Whalers hockey, 4, 6; Society of Manufacturing Engineers, 9-11; United Technologies Shareholders meeting, Hagler vs. Hearn closed-circuit boxing, 15; boxing, 19; U2 concert, 20, 23; New England Buyers Market, 21-22; Music Educators, 25-27; roller games, 26; Henry Davis Travel Show, 30.

INDIANAPOLIS (Ind.) Indiana Convention Center & Hoosier Dome — Lowell's Food Fair, 1-3; Apparel Club, 8-13; Ind. Reading Assn., 9-14; Ind. Dietetic Assn., 10-12; NSD meeting, 12-13; Ind. hairdressers state convention, 13-15; Regional Minor trade show, 14-17; Natl. Student Nurses, 15-22; Methodist Hospital, 18-19; Joint ALC-CLA convention, 21-24; Int'l. Aquatics Convention, 21-23; Plumbing, Heat, Cooling trade show, 24-26; Jr. League Parenting Fair, 24-28; World Congress on Disaster, 26-May 2; Central Ind. Bridge Convention, 26-28; ISTA Delegate Assembly, 26-27; I.U. business conference, 29-30; Ind. Dental Assn., 30-May 5; Indiana State Fairgrounds —

Hoosier Antiques Expo, 4-7; polled hereford show & sale, 6; Checkers hockey, 7, 12-13; Midwest Industrial Design & Engineering Show, 9-11; flea market, antiques show, 12-14; Doll & Depression Glass Show, 13-14; Appaloosa sale, 13; Crutcher Antiques Show, 19-21; Past to Present Antique Market, 19-21; quarter horse & Palomino sale, 20; motorcycle swap meet, 21; Shrine Circus, 25-28.

KNOXVILLE (Tenn.) Civic Auditorium-Coliseum — Foreigner, 6; Southern Shootout, 7; Marlboro Technical rehearsal, 9; Dogwood Arts Prayers Breakfast, 12; Hagler vs. Hearn closed-circuit boxing, 15; Dogwood Ball, 20; Order of Eastern Star, 22-24; Russ Taff, 22; multi-media program, 25-26; high school prom, 26; George Jones/John Anderson, 27.

LAKELAND (Fla.) Civic Center — boat show, 5-8; symphony orchestra, 9; wrestling, 13; George Strait, 13; Roger Waters, 14; Eric Clapton, Hagler vs. Hearn closed-circuit boxing, 15.

LANSING (Mich.) Civic Center — Wrestling from Ga., 3; Symphony Pops, 14; cat show, 20-21; Happy Together Tour '85, 18.

LITTLE ROCK (Ark.) Robinson Center — Michael W. Smith, 5; Ballet Ark. Festival '85, 11-13; Hearn vs. Hagler closed-circuit boxing, 15; Symphony Orchestra Children's Concert, 28; Statehouse Convention Center — auto dealers, 6-10; Central Ark. Toughman Championship, 19-20.

MEMPHIS (Tenn.) Mid-South Coliseum — Home/Garden/Recreation Show, 5-7; wrestling, 8, 15, 22, 29; Marlboro Country Music Show, 20; Natl. Federation for Dececy, 23.

MESA (Ariz.) Community Center — Board of Realtors, AGTS Group Decision Making Workshop, lunch concert series, "Breathless," 2; Career Life Workshop, 3; Rotary Club luncheon, 3, 10, 17, 24; wedding reception, Avon sales meeting, LaJolla Congregation memorial service, 4; Seven Alone, 5; Jehovah's Witnesses, NCCS seminar, 6; sunrise service, 7; police officer testing, Vo-Tech meeting, 8; AGTS Time Management for Bosses, relators meeting, AGTS Listening Skills Workshop, 9; woodwind quintet, "Cool Hand Luke," 9; Performing Arts meeting, Church Immortal Consciousness, 10; Air Supply, 11; Master Potter Christina Drama, 12; Caravan Art Show & Sale, Vineyard Christian Fellowship, 14; crime scene officer testing, 15; state LPN testing, realtors, Toro Jazz Band, Chamber of Commerce meeting, ACA Affiliate meeting, "Cat Ballou," 16; Career Advancement Workshop, IBA PC users meeting, United Way Banquet, 14; bridge tournament, awards lunch, Wind Symphony, 18; Senior Citizens Bridge Tournament, 19-20; Christian Fellowship, 21; Youth Speaks, 22; Computer Lit workshop, Gold Presentation, "Bananas," 23; ACLS Class, Computer Lit workshop, Spreadsheet workshop, symphony concert rehearsal, Church of Immortal Consciousness, 24; Data Base workshop, Superstition Singers, free concert, Jobs for Graduates, Arizona Connection, Arizona Arms Assn., 26; gun show, 27-28; Vineyard Christina Fellowship, 28; R.L. Kofrozo seminar, 29; Two for the Road, 30.

MIAMI (Fla.) James L. Knight Center — wrestling, 1, 26; medical exams, 2, 6; Fla. Vending, 18; HRS exams, 25; Men Of Tomorrow, 27; Buds of Spring, 28.

MIAMI BEACH (Fla.) Convention Center — Temple Beth Shalom concert, Tosca in Concert, 1; wrestling, 3, 17, 24; Walt Disney's World on Ice, 3-14; Chase Federal Savings & Loan concert, 10; South Fla. Truck Show, 10-14; Jose Rodriguez Concerts, 11-14; Hagler vs.

Hearn closed-circuit boxing, 15; Canterbury Trio, 16; antique show, 19-21; Miami Opera Assn., 20-21, 24-May 5; Children's Health Fair, 24; American Chemical Society convention, 26-May 3; Fla. Univ. commencement, 26.

MILWAUKEE (Wis.) MECCA Arena — AFL-CIO, 1-5; Admirals hockey, 3, 5, 9, 12, 14; Wave soccer, 3; Bucks basketball, 4, 10, 13; Brewer's Lunch, Hall & Oates, 8; Retired City Employees, 9; South Shore Coin Club, 11-15 Roundy's, 11-15; Eddie Murphy, 11; wrestling, 12; nurses exams, 15-16; Advertising Expo, 16-18; OMTA, 16-19; dance, 20; Tanners Production Club, 23-28; Sickroom Service, 29-30.

MINNEAPOLIS (Minn.) Met Center — North Stars hockey, 3, 6; Strikers soccer, 5, 7, 9, 12; WWF Superstars of Wrestling, 20; Kenny Rogers/Dolly Parton, 26-27.

MOBILE (Ala.) Municipal Auditorium — wrestling, 2, 9, 16, 23, 30; Saks clothing sale, 4-6; Midnight Star, 5; personnel board test, 8-9; Board of Appeals hearing, 10-11; Easter Ball, 13; Hagler vs. Hearn closed-circuit boxing, 15; Ala. Medical Assn. meeting, 17-19; Dragon Social Club Ball, 19; high school prom, 20; Lobo Crawfish Ball, 23; New Edition, 26.

NEW HAVEN (Conn.) Veterans Memorial Coliseum — Nighthawks hockey, 5; George Thorogood & The Delaware Destroyers, 6; Harlem Globetrotters, 8; Chaka Kahn, 13; Hagler vs. Hearn closed-circuit boxing, 15; wrestling, 21; home show, 24-29.

NEW ORLEANS (La.) Cultural Center — fashion show, 6; wrestling, 6, 15; Jehovah's Witnesses conference, 14; symphony Kinderkonzert, 15-17; high school class night, 19; band concert, 20; graduation, 21; rehearsal, 15; Miles Davis/Wynton Marsalis, catillion, 26; Newman & Hall, 28-29; Sarah Vaughan, 20.

OAKLAND (Calif.) Alameda County Coliseum — Warriors basketball, 2, 4, 6, 11, 13; REO Speedwagon, 5; Oakland Stadium — A's baseball, 7, 12-13, 15-17, 19-21, 29-30; Hagler vs. Hearn closed-circuit boxing, 15; Invaders football, 22, 26; Paramount Theater of the Arts — Tour the Paramount, 6, 20; Victor Borge, 6; Oakland Symphony, 12-13, 23, 25-26; George Winston, 14; Ebony Fashion Fair, 24; Patti Page/Woody Herman, 28; Debby Boone, Kolonia, 30.

ODESSA (Texas) Ector County Coliseum — OHS Carnival, 1-7; DJ Tunes, 5; wrestling, 9, 23; Street Rod Car Show, 13-14; Permian Basin Oil Burners, 13-14; 4-H club, 16; Shrine Club Motor Patrol, 19; craft show, 20-21; Smith Tool Co., 23; Church of Christ, 30.

OKLAHOMA (Okla.) Civic Auditorium — Ebony Fashion Fair, 16; high school band concert, 18; TOPS convention, 19-20; Stryper, 25; Bonita Boyd, 27; U.S. Air Force Band & Singing Sergeants.

PHILADELPHIA (Pa.) Spectrum — George Thorogood & The Delaware Destroyers/The Blasters, 1; 76ers basketball, 3, 5, 9, 12; Flyers hockey, 4; Grateful Dead, 6-8; Indoor Box Lacrosse Super Series for the North America Cup, 13; Hagler vs. Hearn closed-circuit boxing, 15; TNT Hot Rod Pull, 19-20; U2/Lone Justice, 22, 24; wrestling, 27.

POMONA (Calif.) Los Angeles County Fairgrounds — Western Junior Livestock Show, 1-3; toy & hobby show, 13-17; Railroad & Locomotive Historical Society, 14; Southern California Half-Arab Assn., 19-21; state engineering exams, 20; antique auto swap meet, 21; Pacific Coast Walking Horse Assn., 26-28; Crippled Children's Society, 28.

POUGHKEEPSIE (N.Y.) Mid-Hudson Civic Center — N.E. Women's Expo, 13; Hagler vs. Hearn closed-circuit boxing, 15; wrestling, 16; antique show, 10-21; Custom Car & Van Show, 26-28.

PROVIDENCE (R.I.) Civic Center — U2, 2; Grateful Dead, 3-4; S.E. New England Home Show, 13-21; wrestling, 25; square dancing convention, 26-27; Ringling Bros. and Barnum & Bailey Circus, 30.

RIVERSIDE (Calif.) Ben H. Lewis Hall at Raincross Square Convention Center — Pacific Bell meets, 3; Security Pacific Bank dinner, 4; Chilli Factor, County Health Dept., 5; Jaycee Women, Homeowners Assn., 6; Faces Intl., 9-10; Stockwell & Binney Office Show, Visitors & Convention Center board meeting, Executive Women Intl. meeting, 9; Travel Marketplace 11, 10; PIRA meeting, J.F. Davidson dinner, 11; Veteran's Job Fair, 12; American Legion dinner/dance, Professional Secretaries Intl. lunch, 13; World Wide Dream Builders, 13; state Disaster Preparedness Seminar, 16-17; Prophetic Ministries seminar, BIA meeting, 18; Riverside Medical Clinic dinner, 19; flower show, 20-21; Charismatic Prayer Communities meeting, 20-21; para professionals meeting, 23; Junior League lunch, 24; county schools aerobic workshops, 26-27; Municipal Auditorium — World Wide Church of God, 6; opera performance, 13; Gilbert Higbee Travelogue, 16; TOPS convention, 19-20; Lodge 26 meeting, 21; U.S. Air Force Band, 24; Inner Circle Club, 26.

ROCHESTER (Minn.) Mayo Civic Center — pool tournament, Super Insulation Conference, 1, 3; bridge, 1, 8, 15, 22, 29; Toby Logervall dance, 1-2; 4, 8, 11, 15-16, 18, 22-23, 25, 29-30; Peoples Co-Op Power Assn., 2; Howe Dog School, 2, 9, 16, 23,

30; bike swap meet, 6; civic music rehearsal, concert, 12-13; Myron Floren/Lawrence Welk Stars, 16; Krokus/Accept, 17; park & recreation, 17; Townsend Antique Show, Exchange Club travelogue, 20; TOPS Recognition, 26-27; Deputy Sheriffs Assn., 28.

ROCHESTER (N.Y.) Dome Center — Home Beautiful Show, 11-14; Rochester Industrial Prods. exhibit, 17-18; War Memorial — Amerks hockey, 3, 5, 7; Harlem Globetrotters, 10; city auction, 17; George Thorogood & The Destroyers, 20.

ROSEMONT (Ill.) Horizon — Hall & Oates, 6-7; Horizon Classic Horse Show, 13; Hagler vs. Hearn closed-circuit boxing, 15; World's Toughest Rodeo, 19-21; All-Star Wrestling, 28.

SACRAMENTO (Calif.) Community Convention Center — Sacramento Symphony, 1, 9, 20-21; Calif. Assn. of School Officials, 1-3; Calif. Conservation Corps., 3; Internal Revenue Service, Rotary Club lunch, 4; Petras, 5; Night at the Fight Kickboxing with Dennis Alexio, 6; various Easter services, Calif. Cosmetology Legislation Education Committee, 7; Assn. for Calif. Tort Reform, 8; United Way, Sandoval vs. Duarte boxing, 9; Legislative Symposium for Children, 10; state contractors exam, License Information Service, Rotary Club, Water Festival Assn., 11; professional sound, 11-12; Golden West Orthopedic Group, 11-12; League of Calif. Cities, 12; Mason Williams, 12-13; antique coin & gun show, 13-14; Church of the Nazarene, 14; Hagler vs. Hearn closed-circuit boxing, 15; Calif. Manufacturers Assn., 15-16; Assn. of Life Underwriters, 16; Pennario, Ricci, Rosen Trio, 17; Calif. Chamber of Commerce, Nila Magidoff, A.M. Roundtable, Sacramento Area Center, 18; Ebony Fashion Fair, dance, 19; Intl. Executive Development, 19-20; Bustamante Antique Show & Sale, Britt Motivation Inc., 19-21; Golden Age Travel Show, Court of the Great N.W. Imperial Empire, 20; U.S. Naturalization Ceremony, Driving School Assn. of Calif., 22; Governor's Prayer Breakfast, Dennis Walfley, 23; Calif. Federation of Republican Women, 23-24; Calif. Council AIA, Assn. of Independent Calif. College, 24; VICA Conference, 25-28; Coppelia, 26-27; cat show, 27-28; Debby Boone/Kolonia, 29; Calif. Cable TV Assn., Calif. Private School Assn., American Cancer Society, 30.

SAN DIEGO (Calif.) Convention & Performing Arts Center — Natl. Business Persons continuing education, 2-4, 9-13; Petras, 3; Ruffert Group, 3, 15-18, 22-25; San Diego Symphony, 3-4, 11-12, 18-21, 25-28; est seminars, 4, 15, 17-18, 22, 24-25, 29; L.A. Philharmonic, 6; Terry Cole Whitaker, 7; Ramon Ayala & Los Muecas, 7; Energy Plan Hearing, 8; CEB Writs, 9; CEB Handling Appeals, 11; Firpta Advanced Level Real Property Practice, 12; private party, 13; The Orient Express, 15; Developments in Family Law Practice, 16; World Wide Dream Build-

ers, 17; Private Industry Council, 18; blood pressure check, 18; CATESOL convention, 18-21; Computer Showcase Expo, 25-28; Sandag, 26; World of Music Festival, 27; Community Concerts, 29.

SAN JOSE (Calif.) — Stars of Tomorrow, 1; United Veterans, 2; Community Care Licensing, 3-4; Andrae Crouch, Vietnamese dance, Santa Clara Valley Jr. Miss Pageant, 6; Victor Borge, 7; wrestling, 10, 24; "To Gillian on her 37th Birthday," 11-28; San Jose Symphony, Vincent Price, 12-13; state numismatic show, 12-14; Miss Philippines of Northern Calif., 13; Los Lupenos Dancers, 14; Hagler vs. Hearn closed-circuit boxing, 15; Arts Education Week, 15-19; Explorama, Orient Express, 16; Air Force Band of the Golden Gate, 17; Symphony Pops, Eric Knight, 19; Copella ballet, 19-20; Young Democrats state convention, 20-21; Patti Page/Woody Herman, 21; Debbie Boone/Kolonia, 26; Ruggiero Ricci, 26-27; Northern Calif. Handweavers Convention, 26-28.

SANTA BARBARA (Calif.) Earl Warren Showgrounds — Channel City Horse Show, 3-7, 12-14; Easter dance, 7; women's softball fund-raiser, 12; auto show, 13-14; Great American Marketplace, 25-28; Carpinteria Riding Club Horse Show & Gymkhana, 27-28; Circus Vargas, 30-May 2.

TULSA (Okla.) Expo Square — spelling bee, 6; flea market, 6, 13, 20; Drillers baseball, 9-18, 29-30; Black & White Sheep Show & Sale, 11-13; Hurricane River, 12; Bad News Slug Out Toughman Contest, 12-13; Scout-O-Rama, 13; Palomino horse show, 13-14, 20-21; Health Fair, 15-17; horse sale, dog show, 14; Carpet City sale, 19-21, 26-28; Sesame Street Live, 18-21; Balf, Tackle & Recreation Show, 19-21; quarter horse show, 20-21; Ford V-8 Parts Sale, 20-21; Morgan horse show, 26-28; antique expo, 27-28; arts & crafts show, 27; county property sale, 27; quarter horse show, 27-28; auto cross, 28; Tulsa Charity Horse Show, 30-May 4; River Parks Authority Easter egg hunt, 6; TJC run, 20; Run for Your Life, 27.

VANCOUVER (B.C.) B.C. Place Stadium — sportsmen's show, 11-14; motorcycles, thunder buggies, ATV racing, 20.

WEST ALLIS (Wis.) Wisconsin State Fair Park — rummage sale, 13-14; antique show & sale, 20-21; gem show, 20-21; Corvette Club swap meet, 21; DNR hearing, 22; motorcycle dealers show, 26-28.

WEST PALM BEACH (Fla.) Auditorium — Wayne Newton, 1; Gustavo Romero, 3; The Beach Boys, 7; George Wein & The Newport Jazz All-Stars, 10; Ronnie Milsap, 12; Walt Disney World On Ice, 16-21; Shrine Circus, 25-27; Philharmonic Orchestra of Fla., 28; wrestling, 29.

WICHITA (Kan.) Kansas Coliseum — Wings soccer, 2, 5, 14; dog show, 6; Hall & Oates, 18; flea market, 21; Shrine Circus, 26-28.

Wrestlemania packs MSG as 1 million see...

Continued from Page 1

tance of television to the success of the live wrestling event, and vice versa, will doubtless find WWF squeezing into markets through continued acquisition of prime local and cable media exposure. Not since the '50s, when Gorgeous George sprayed himself with perfume and threw flowers at ladies in the audience, have masses of Americans been so enamored with the sport. Not since the early '80s, when Vince McMahon first took over the helm of the World Wrestling Federation has there been such a similar impact.

"We have established the fact that there is a new market for professional wrestling," said McMahon, following the match, noting that estimated total viewership exceeded the million mark. "We had over a \$500,000 gross at Madison Square Garden (including the Felt Forum), where about 27,000 came out to see it. We only had one debate in Pittsburgh, and a total of about four locations that were blacked out completely. But I understand that's below average for an event like this."

There were both strengths and weaknesses. Seattle, which has been generally weak in turnout for WWF live events, reportedly had some 10,000 in the Seattle Center, as did Denver's McNichols Sports Arena, with some 12,000. The Northeast and the West Coast, along with major metropolitan centers such as Chicago and Minneapolis, were strong. But the South and Southwest, where independent wrestling firms have devoted audiences, turned in relatively poor

showings. However, McMahon overcame that obstacle, at least in Texas, by selling the cable rights for an undisclosed sum to Viewer's Choice.

"It won't be easy," he said, talking about potential growth of the WWF in soft markets, "but we can do it, as we've done it in others. You want to have access to arenas, and being a former owner myself (of the Cape Cod Coliseum in New England) and wearing the hat, there are existing markets where we want to go into as promoters. We're hoping to continue to work with primary facilities in several markets, and we're expecting them to protect their original tenants as much as we are protected in buildings we're in. But in most major markets, there is room for another tenant."

Citing both the "financial and artistic success" of Wrestlemania, which attracted a galaxy of celebrities, McMahon suggested it will have an impact throughout the entertainment industry, especially "benefitting all of those in the wrestling business."

Following are the results of AB's survey of facilities hosting the closed-circuit portion of the event.

THE SPECTRUM
Philadelphia, Pa.

The Spectrum sold 14,136 tickets, scaled \$12-\$9, for a \$162,699 gross. Merchandise sales on posters, programs hats and two different T-shirts posted a \$1.33 per cap, with total sales estimated at between \$17,000 and \$18,000. Ed Rubinstein, senior vice president of marketing and promo-

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Wrestlemania packs MSG as 1 million see closed-circuit coverage...

Continued from Page 10

tions, reported the facility has had two sellouts of 19,500 each for live WWF events in the past six months.

"In comparison," he said, "we're pleased. We play it about 13 times a year and average 15,000-16,000. It did really well considering the early starting time and considering it was a religious holiday. The only problem was with the sound. We could barely hear the interviews."

PITTSBURGH CIVIC ARENA

This venue was one of the unlucky four that never managed to unscramble the signal, despite a backup system, that also failed. Ida D'Errico, director of media relations, said 11,443 tickets, scaled \$10-\$8, had been sold and are still being refunded, along with money spent for programs and parking fees in facility-owned lots. Fans turned rowdy when no signal was forthcoming, "knocking over the screen and some chairs," though damage was reportedly minimal.

THE CENTRUM

Worcester, Mass.

The Centrum attracted 10,561 fans for a gross of \$95,220 on tickets scaled pegged at \$10-\$8. Merchandise sales of posters and books totaled \$9,581 for a near \$1 per cap.

HERSHEYPARK ARENA

Hershey, Pa.

About 1,800 tickets sold through walkup at this building, with a total of 5,762 distributed for a gross of \$61,500. Tickets were scaled \$10.50-\$8.50. However, 355 saw standing room only. Merchandise sales of programs and posters saw a \$1.12 per cap on total sales of \$6,453.

"We're pleased with it," said Jack Silar, facility manager. "We've had a really good relationship with the Federation, and this was comparable to what we've done here with the live situation. Of course, it draws more... around 9,300 with standing room only, and we do it about once a month."

LAKELAND (FLA.)

CIVIC CENTER

The Lakeland Civic Center hosts Championship Wrestling of Florida in live bouts, usually drawing between 2,500 and 7,000 once a month. The closed-circuit WWF bout drew 3,210 on \$10.50 tickets for a \$26,982 gross. Dale Adams, assistant director, said turnout for the screened showing and the live events were "pretty much the same." Figures on merchandise sales of posters and programs for the WWF match, handled independently, were unavailable.

OMAHA (NEB.)

CIVIC AUDITORIUM

Although a prior commitment at this venue's 8,000-seat arena facilitated placing the show in the 2,608-seat auditorium, Events Coordinator Marlene Belik has little doubt that Wrestlemania could have sold out the arena.

"We were sold out by Friday and with the calls we got, I really think we could have sold out the arena," she said. The \$9 tickets moved slowly at first with only 428 sold one week before the event. But the week of the show, sales picked up tremendously. The ticket gross was \$22,617. In addition 22 kegs of beer were poured, with 20-ounce cups selling for \$2.

Merchandise offered included \$5 programs and \$8 posters. About 600 posters were sold and only 30 posters. Belik felt that was because of the high cost of the latter item.

Because of both the rock and roll and wrestling elements, Belik said the facility didn't know what kind of crowd to expect. While there were some teenagers and some kids with parents who came to get an close

look at Mr. T, the audience was largely comprised of wrestling fans.

"People were so excited, it was like they were watching 'The Rocky Horror Picture Show.'"

FIVE SEASONS CENTER

Cedar Rapids, Iowa

An enthusiastic crowd of 3,618 watched the closed-circuit match at this facility. Predictions made by Manager David Pisha called for about 3,500 attendance, with capacity being 5,000. With all tickets going for \$9, the gross was \$31,005.

Because of the MTV tie-in, Pisha said the event drew a mixed crowd. "We got a really good cross section," he said. "We surveyed our ticket buyers so we knew what to expect so

security was no problem. The MTV exposure generated a lot of people who'd attended arena events before but possibly not wrestling."

Beer sales for the event were down, perhaps, Pisha speculated, because people didn't want to leave their seats. Hot dogs and popcorn were the big sellers.

MILWAUKEE EXPOSITION & CONVENTION CENTER & ARENA

A huge walkup crowd of 2,000 contributed to the final total of 3,729 patrons who viewed the show at this venue. "I was expecting less," said MECCA's Tom Mundigler. "We had a gross of \$36,500, with tickets selling for \$11 and \$8." Capacity was 6,100.

The event drew a crowd similar to

that of the regular all-star wrestling matches at the facility, Mundigler said.

He had no figure on novelties and concessions sales handled by Ogden Foods.

RUSHMORE PLAZA

CIVIC CENTER

Rapid City, S.D.

With only 50 tickets sold a week prior to the match, facility Manager Dick Geyer called off the closed-circuit telecast.

"I called Titan Sports and they asked how I felt about it," Geyer said. "I told them they'd be lucky to draw 400 and as a professional courtesy, I told them not to do it. I didn't want to see them take a bath."

Evidently, wrestling, whether live or on TV, just does not draw in the market, Geyer said. The last time a

live bout was staged at the facility was several years ago.

HOLIDAY STAR THEATER

Merrillville, Ind.

More than 1,000 fans were turned away at the door after this facility sold out at 3,300 seats.

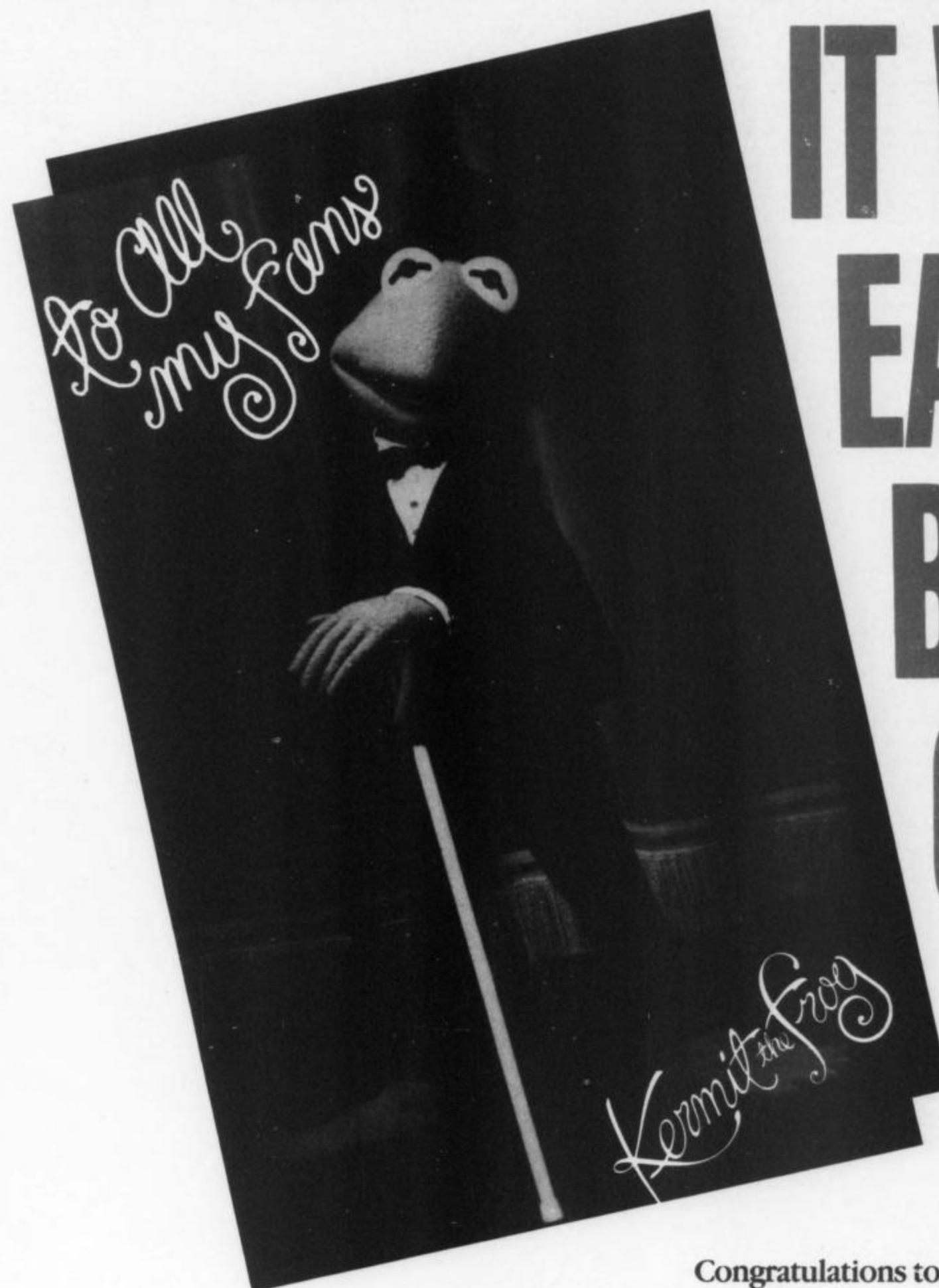
"I wish we'd opened up the grand ballroom to put in those extra 1,000," said Bruce White, president of Whiteco Industries, the facility's parent organization.

The \$12.95 ticket price drew several families. "We had tons of kids with parents and a lot of females," White said. "They were excited, but all well behaved." The ticket gross was between \$36,000 and \$38,000.

In addition to selling out seats, Holiday Star also sold out of merchandise. All the posters and programs

Continued on Page 25

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Wrestlemania...

Continued from Page 11
were purchased by intermission, White said. Liquor and food sales, while not as good as for a boxing crowd, were around \$3 per head.

LOS ANGELES SPORTS ARENA

A sellout crowd of 8,257 packed this arena, spending \$99,372 on \$12 general admission tickets. They spent an additional \$25,193 on food and beverage, a \$3.05 per cap, and \$23,706 on novelties, another \$2.87, for a total concessions per cap of \$5.90, said Nancy Nichols, who handles publicity for the building.

The event was so popular and the walkup so good that "2,000 were sent to Long Beach," she said, referring to Long Beach Entertainment & Convention Center which also aired the event.

Wrestling was sandwiched in before a Clippers basketball game that evening, also a good event. The Titan Sports promotion went quite smoothly and ranks right up there with events the arena would love to do again, Nichols said. In closed circuit, besides more traditional boxing, this arena has also done international soccer which drew 15,000 fans viewing four screens March 14, a Sudmex Promotions event.

LONG BEACH ENTERTAINMENT & CONVENTION CENTER

George Matson, building manager, confirmed that an additional 2,000 streamed in from Los Angeles through the first two hours of the event. The fans arrived up until 2:45 p.m., with the program running from 1 to 3:30 p.m.

Attendance was 8,510 of a possible 10,000. Of that number, 4,100 were walkup the day of the event, Matson said. The gross was \$106,000 and concessions sales brought in another \$28,000-\$29,000.

There were no problems except a little gridlock (traffic standstill) about 1:15 p.m. when the ballet patrons arrived at this facility's Terrace Theater and the Grand Prix chili cookoff at Shoreline Village next door

was attracting another 30,000.

Matson would certainly applaud "doing this (Wrestlemania) again in another six months. We'd love to do it again." Added to Prince and Iron Maiden Concerts earlier in March, this last-day-of-the-month promotion put the facility over \$750,000 in total revenues, triple the best month ever under city management. He also hopes for another offshoot — increased attendance for Bill Griffith's roller derby, to be tried here May 18. "We handed out 6,000 flyers to the crowd, and only swept up 500. They must have taken them home."

OXNARD (CALIF.) COMMUNITY CENTER

The third facility in the greater Los Angeles area to host Wrestlemania, this building also enjoyed a sellout at 1,604 tickets, grossing \$16,040 at \$10 each.

Jack Lavin, building manager, was particularly impressed with the promotion job, the national exposure the event got and the building of anticipation. The food and drink per cap, with no alcohol sold, was 60 cents, "good for us." He also sold out of 300 programs at \$5 each and could have sold that many again. Posters did not do well, about 100 sold.

SAN FRANCISCO CIVIC AUD

It was the same story in Northern California, a near sellout at 6,438 of a possible 7,000, grossing \$64,830, said Dick Shaff, manager of city facilities for Facility Management Inc. Tickets were \$10.

Shaff did report a problem with transmission. "We did lose the picture for a few seconds on several occasions, though not the main event. The sound was fine."

He also noted "a lot of walkup, about 50 percent." The per cap was \$2.05 on food and beverage, about the same as is expected for a fight. He's trying to do something with live wrestling at this venue, though nothing has yet been booked.

VETERANS MEMORIAL COLISEUM

Phoenix, Ariz.

This building hosted 3,786 of a possible 13,235 fans, a downtrend true of the rest of the Phoenix-area facilities contacted. Jerry Walser, assistant coliseum manager, noted an 8,000 attendance is common for live wrestling. He attributed the closed-circuit decrease to competition from other buildings in Phoenix wrestling market areas, including Mesa and Tucson.

The gross from \$12 and \$9 tickets was \$40,116. He did not have a report on food and drink or novelties. Wrestlemania was held during the Maricopa County Fair, also on state fair grounds, but crowds did not conflict.

MESA (ARIZ.) COMMUNITY CENTER

This town, 15-20 miles from Phoenix, had 1,249 of a possible 1,890 attending, grossing \$11,340 from \$9 general admission tickets, said Jack Cummins, building manager.

"I was a little disappointed. I thought we would sell out," he added. "We had a slow advance, about \$6,948, and the other \$4,392 was on event day."

Of course, "we would do it again; we would do it better," he added. Concessions brought in another \$1,100.

TUCSON (ARIZ.) COMMUNITY CENTER

Manager Bob Thompson said 1,900 paid \$18,978 for \$11-\$9 tickets to see Wrestlemania. He could have handled 9,000 patrons.

"It was all walkup," he said. "We sold maybe 300 in advance. I thought we did good under the circumstances." Thompson was not impressed with the promotion, feeling

people were confused as to what Wrestlemania was all about. While "closed-circuit boxing is established, this is a new kind of thing in this area."

Per caps were \$1.60 from food and drink, a lot of that beer and most because the event was so long.

He did have receiver problems, the picture never that good, and some do want a refund. "The sound was good, but then, we circumvented theirs with our system."

Still, on a Sunday afternoon in a building without a sports franchise, he'd do it again.

Facility managers...

Continued from Page 9

the Providence operation and is working to provide other avenues of income to a building that has been in the red for the past two seasons. Part of the plan includes opening the lobby for the second consecutive season of summer cabaret theater, selling tables on a corporate basis. However, the staple of business is Broadway touring shows, which are expected to be strong both this and next year.

Of particular interest to all managers are the proposed federal tax changes, which will reportedly discontinue exemptions on tickets sold for a sports or entertainment event. Speculation was that the National Basketball Assn. and National Hockey League will be the harder hit than the National Football League, since sellouts in the last are common, and therefore hold greater public demand.

Streamlined...

Continued from Page 29

smaller towns Blue's Amusements played last year. To give people a bargain, discount advance tickets were sold. However, Kennedy said in the bigger cities the show plays, patrons don't seem interested in saving money that way, perhaps because they don't want to plan ahead. Advance sale tickets are 50 cents, 25 cents less than the regular price.

Turnout expected...

Continued from Page 14

by the American Gas Assn. and Southern Gas Assn.

The NAFEM/Commercial Food Equipment Service Assn. Joint Managers Seminar is scheduled for 10 a.m.-3 p.m. on Sept. 9.

The 12th seminar on the agenda will be "Strategies for Success in the Prospective Payment Environment," sponsored by the American Society of Hospital Foodservice Administrators, from 8 to 10 a.m. on Sept. 10.

Registration is scheduled from 8 a.m. to 6 p.m., Sept. 7-9, and from 9 a.m. to 3 p.m. on Sept. 10. An all-industry breakfast will be held Sept. 8 from 8 to a.m., featuring J. Peter Grace of the W.R. Grace Co. A reception and all-industry awards banquet will be held Sept. 9, starting at 7 p.m.

Other meetings to be held in conjunction with the confab include the MAFSI board of directors meeting, 9 a.m.-noon, Sept. 6; FEDA membership meeting, 1-5 p.m., also Sept. 6, and the MAFSI general membership meeting, 2-4 p.m. the same day.

The National Security Industrial Assn. will convene from noon to 2 p.m. on Sept. 9, while the National Institute for the Foodservice Industry board of trustees will meet from 2 to 5 p.m. the same day.

On Sept. 10, an SFM membership meeting is set for 6 to 8 p.m. with day-long SFM meetings scheduled Sept. 11-12.

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